

# Cement Paint

**for  
Exterior  
and Interior  
Applications**

**FOR BLOCK  
BRICK AND  
STUCCO  
WALLS**

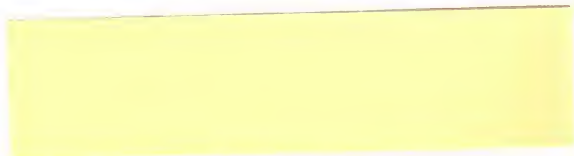
# PEERLESS

**CEMENT  
CORPORATION**

**FREE PRESS BUILDING  
DETROIT 26, MICHIGAN**

# PEERLESS

## CEMENT PAINT



No. 150 Cream



No. 175 Colonial Buff



No. 240 Spanish Buff



No. 215 Tropic Sand



No. 420 Flamingo

ALSO FURNISH

★ *For Farm*  
★ *Residential*  
★ *Commercial Use*





**Beautiful Colors and White**  
**FOR WALLS OF CONCRETE,**  
**ALL TYPES OF CEMENT BLOCKS**  
**AND CEMENT STUCCO**

**PEERLESS CEMENT CORPORATION**



No. 325 Pearl Gray



No. 312 Warm Gray



No. 310 Deep Gray

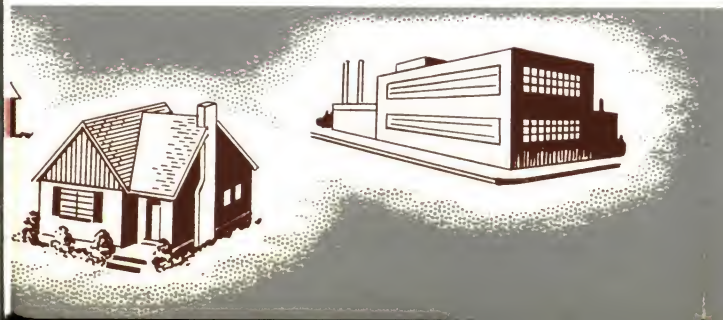


No. 614 Palm Green



No. 525 Turquoise

**ED IN WHITE**



# PEERLESS

## CONCRETE FLOOR ENAMEL

• For long-lasting beauty and protection, a concrete floor coating must have great adhesive strength, be alkali and acid resistant, waterproof, and effectively resist abrasion.

Manufactured from Goodyear's famed rubber-base "Pliolite", **PEERLESS CONCRETE FLOOR ENAMEL** fulfills these requirements so satisfactorily that it is increasingly demanded wherever quality counts.

Its durable, wear-resistant, hard finish makes it ideal for factory and warehouse floors, recreation rooms, porches, offices and many other concrete surfaces. It is also used as an effective protective coating for plant machinery. Complete instructions for applying appear on each container.



- **ABRASION**
- **MOISTURE**
- **ALKALIS**
- **ACIDS**
- **GREASE**
- **OIL**



**Light Gray**



**Dark Gray**



**Green**



**Tile Red**

**PEERLESS CEMENT CORPORATION**  
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# TOUGH AS THEY COME



## PEERLESS

### Concrete Floor Enamel

**P**EEERLESS CONCRETE FLOOR ENAMEL, with its modern rubber-base of Goodyear's "Pliglite" has been formulated specifically to take the hard wear to which concrete floors are subjected. Because it retains its colorful beauty far better than ordinary floor paints, in spite of repeated washing or scrubbing—even with strong cleaning solutions—home-owners find that it is unusually easy to keep clean and sparkling.

At the same time construction and maintenance engineers find it particularly effective for painting and protecting concrete floors where alkalis, acids, oils, and greases are likely to be encountered—such as industrial floors, garages, dairies, bakeries, and institutional buildings.

For further information regarding prices and an estimate of your requirements, consult your dealer.

SOLD BY

**Will Wear...and Wear...and Wear!**



# ENDURING PROTECTION

## PEERLESS

Cement  
Paint



**W**HEN YOU'RE LOOKING for an effective, economical way to beautify and protect concrete and concrete masonry walls, you will find **PEERLESS CEMENT PAINT** a welcome solution to your problems.

Formulated especially for application on block, brick, and stucco walls it is a genuine portland cement-base paint, manufactured to meet **all** of the rigid requirements of Federal Specification TT-P-21 for masonry paints. Properly mixed and applied, it provides a hard, durable, colorful finish on both exterior and interior walls.

Because of its high portland cement content and "milled-in" waterproofing ingredients it offers effective protection against the damaging effects of rain and moisture penetration.

Endorsed and recommended by leading architects, concrete products manufacturers, and painting contractors, **PEERLESS CEMENT PAINT** has proved its effectiveness as a protective and decorative coating on all types of concrete and concrete masonry wall surfaces.

When you buy **PEERLESS CEMENT PAINT** you get—

1. Bright, colorful, lasting beauty on block, brick, stucco, or poured concrete walls.
2. A hard, durable, water-repellent finish that helps protect those walls from the harmful effects of wind, rain, frost, and extremes of temperature.
3. A finish that will NOT flake, peel or rub off.
4. A paint that is economical—and easy—to apply.

Complete and easy instructions for application are enclosed in each container. Consult your dealer for information on prices and an estimate of your requirements.

**SOLD BY**

WHITE COLOR VARIETY DETROIT 31M 10-55

## Keeps Rain and Moisture Out!

# ENDURING PROTECTION

## PEERLESS

### Cement Paint



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3. A finish
4. A paint

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